How the New Senator From Kansas Made His Mark in the World

Arthur Capper Modestly Terms It "Good Luck" When Referring to His Rise From Country Printer to Power in Business and Politics—Conducts His Campaigns on Whirlwind Order, but Regards Them as Vacations—Birthday Parties With Whole State as Guest

By JAMES B. MORROW.

ARRIVED at Topeka soon after midday, Arthur Capper found a cheap hotel and wrote his name in the register.

He was 18 years old. In his pockets were $1.50 in money and a Waterbury watch. Another item of his liquid assets was an antique valise, nearly empty.

Now, after thirty-five years of "good luck," as he modestly phrases his generation of toil and achievement, he is a Senator in Congress and the owner of a morning newspaper and seven other publications, the combined circulation of which numbers more than 2,000,000 copies. He employs 700 persons. His printing establishment is the largest in the country west of Chicago.

Besides he has twice been elected Governor of Kansas. And banks and trust companies have voted him into their boards of directors. A self-made man, so called, yet he seems to be almost diffident. Calm, low voiced and leisurely, and very serious, except when a fleeting smile brings momentary sunbeams into his countenance, he has none of the common and visible signs of mastery and success.

Farmers Trust That Smile.

There is much and has been much in the Arthur Capper smile. It is like no other smile in Washington, where smiles abound that mean nothing, one might almost say, except professionalism. Arthur Capper would be Arthur Capper without the smile, but it is worth noting because it suddenly gives to a plain main the imprint of distinction as well as an insight into his kindly nature. It is an honest smile, and farmers and their wives and children, experts by intuition and experience in judging smiles, political, ceremonial and commercial, will tell you so.

Arthur Capper registered at the Topeka hotel shortly after noon on a Monday in the month of May. He had left his home at Garnett, seventy-five miles away, in the morning. That same night he found employment. That same night! It is well to repeat the statement.

"I had graduated at our little high school," he told the writer, "and was a fairly good country printer. When I was 13 I began working on Saturdays and during vacations in the office of our village newspaper. I became a fast compositor for a boy and made few errors in the copy that I turned into type.

"Topeka was our largest city and I decided to go there. In the evening of the day of my arrival I went to the composing room of the morning *Capital*. Kansas then was not a prohibition State. Topeka had fifty or sixty saloons. Monday was pay day with the printers.

"The foreman of the *Capital* sent me to a temporarily vacant case, telling me that I could substitute for the regular man that night. He may have had his doubts about me, but he needed help. On getting out of bed the next morning I gave the proprietor of the hotel my Waterbury watch. He smiled when he took it and soon gave it back.

"I didn't want him to feel that he was taking any risk by my presence in his house. And the watch was the only thing of value that I possessed. I substituted Tuesday night and Wednesday night and was then given a steady job. Before long I made the acquaintance of Major J. K. Hudson, owner and editor of the paper, and told him that when there was an opportunity I should like to get into some other branch of the business.

"In about six months Major Hudson called me to his office and informed me that there was a vacancy on the reporters' staff. 'Your field,' he said, 'will be in North Topeka. Your wages will be $10 a week.'

Took Place at Less Pay.

"I took the place at once, although I was earning $20 to $25 a week setting type. My printer friends that night said I was making a ridiculous mistake. North Topeka, I later found out, was where Major Hudson tested all of his new reporters. Well, I became city editor in course of time, and then managing editor of the *Capital*.

"But I thought I needed a wider knowledge of the newspaper business, and with Major Hudson's approval left the *Capital* and went to New York. I had no intention of remaining in the East. The West was my home and I meant to return at the end of a year.

"I applied for reportorial work at several newspaper offices in New York without success. Then the *Tribune* gave me a place. My first assignment was a yacht race. I had never seen a yacht. The only craft that I knew anything about was a prairie schooner.

"Perhaps I should have confessed my ignorance to the city editor, but I didn't. Reporters from other newspapers were good to me when they learned that I had just come out of the wild grass of the prairies, and from them I learned some of the lingo of yachting and the name of the yacht that won the race. I wrote the report myself, however, and the city editor accepted and printed it.

"So passed for me the summer and fall of 1892. Out in Kansas the Populists were promising the near approach of the millennium and had sent William Alfred Peffer to the Senate and John Davis, Jerry Simpson and other statesmen and financiers to the House of Representatives.

"I was well acquainted with Peffer. He had been associate editor of the *Capital*, but had seen a great light and joined the Populists. The Republican party in Kansas had been wrecked almost, and Major Hudson asked me to attend the next session of Congress for the purpose of keeping tabs on Peffer and his legislative associates.

"So my experiences in the East were rounded out by a service of six months in the press galleries of Washington. Going back to Topeka, I wrote political articles and editorials for the *Capital*. But I felt that I ought to be in business for myself. A weekly paper called the *Mail* was published in North Topeka.

"The editor and owner offered to sell me the property for $2,200, cash on the spot. I had joined a building association while setting type on the *Capital* and had continued my payments even when as a reporter I earned but $10 a week. The term of the payments had ended and I found that I had $1,000 in ready money.

"A banker in North Topeka lent me $1,200 and I purchased the *Mail*. In South Topeka another weekly publication called the *Breeze* was having a difficult time. I bought it and united it with the *Mail*. The *Mail and Breeze* is still being published under my ownership and direction and is not only prosperous but is very near to my heart.

"In the meantime Major Hudson was having a life and death struggle with the *Capital*. Eventually he lost the property and it was taken over by a Topeka bank. Nor could the bank make both ends meet. 'You seem to be doing well with the *Mail and Breeze*,' the president of the bank said to me. 'You had better buy the *Capital*. You can have it for $1,000 cash and $54,000 in notes.'

"The offer was accepted. My assets at the time didn't amount to more than $10,000. For several years the outcome was much in doubt, but in the end I had good luck. I advocated progressive policies, such as direct primaries, State control of railroad rates and the measures desired by the people of Kansas.

"Agriculture, as every one knows, is the principal industry in our State. Our farmers are thinking men. They plough, plant and reap and reflect as they work over the things they hear and read. Corporations, they believe, should be regulated. I was born and brought up among them and agree with them, not only publicly but privately.

"The *Capital* turned the corner at last and showed a small profit. I changed the name of the *Weekly Capital* into *Capper's Weekly*. It now has 250,000 subscribers. Western farmers don't read magazines. They want daily and weekly newspapers, and the latter must contain articles that are interesting and helpful to farmers' wives and to farmers' children.

"Three cornered stories of love and impossible adventures and the ordinary 'yellow' inventions so popular in some American quarters would not be tolerated on the clean and invigorating prairies of the West. You can understand by what I have said my general policy as a publisher. In addition to the *Capital* I own seven publications, among which let me mention the *Kansas Farmer*, the *Missouri Farmer*, the *Oklahoma Farmer* and the *Nebraska Farm Journal*. All are printed in a building of my own at Topeka."

ARTHUR CAPPER
THE NEW SENATOR FROM KANSAS. © by HARRIS & EWING

"How did you get into politics personally and why did you run for office?"

"I had been working with Walter R. Stubbs, who was our Governor from 1909 till 1911, and with William Allen White, the Emporia editor; Henry J. Allen, who is our present Governor, and others, and little by little reached the state of mind where office holding as applied to myself ceased to be entirely objectionable. It was an evolutionary process, I suppose, and so in 1912, Stubbs being a candidate for United States Senator, I agreed to run for Governor.

"It was a bad year, however, for my debut. Kansas Republicans desired the nomination of Roosevelt and when Taft was chosen and Roosevelt started a party of his own and became its candidate there was serious trouble in all parts of the State. I declined to go off into the wilderness with the Progressives and was beaten for Governor by 29 votes. Other candidates on the ticket were beaten by 40,000 votes.

"In 1914, with a Democratic and a Progressive running against me, I was given a majority of 50,000. The Republicans were united in 1916 and my majority that year was 162,000. Then in 1918 Stubbs and I announced our willingness to represent Kansas in the United States Senate. I was nominated and then elected."

Opposed to Capper in the campaign for the nomination were, besides Stubbs, two other supposedly strong leaders—Joseph L. Bristow of Salina, a former Senator, and Charles F. Scott of Iola, who for ten years was a Representative in Congress. Capper at the Republican primaries for the nomination carried all of the 105 counties in the State, which included, of course, the home counties of the three other candidates. At the election in November, last year, his majority over the Democratic candidate was 142,000 votes, which, considering the population of Kansas, beats, so far as known, all the records in this country up to date.

"What kind of a campaign do you carry on when you are running for office?" Senator Capper was asked.

"I get into my automobile," he said, "and go into every county of the State. When I was candidate for Governor the first time the committee decided to keep me under cover. I was a business man and admitted that I couldn't make a speech. The committee, therefore, said that I had better shun the stump.

"But demands for my appearance began coming in. They originated, I fear, with the Democrats, who knew my limitations with words when on my feet. Anyway, it was thought best to put me on exhibition to a limited extent.

"My first speeches, ten minutes long or less, were terrible. I suffered, and so did those who heard them. Gradually I lengthened my output until I could stay in the ring about twenty minutes. By a study of the returns after the election the chairman of our committee discovered that I ran the best in those communities where my so called speeches were the shortest.

"But speech making is like any other undertaking. It can be learned as to its rudiments even if one has few gifts in an oratorical direction. During 1918 I made 400 campaign and Liberty Loan addresses. I don't speak of their quality, you understand, but only of their number.

Chauffeur Helps Get Votes.

"We have good prairie roads in Kansas and my automobile driver, who has campaigned with me ever since I got into politics, is a fast man between cities and villages. Often we have covered four counties in a day. My tours are billed by the State committee and the people along the line of my travels know the hours of my arrival.

"Some of our meetings at 9 o'clock in the morning were attended by 5,000 men, women and children. At 10 o'clock there would be a meeting somewhere else, at 11 o'clock another, and so on during the day and in the evening there would be a big meeting at the town where we planned to stay over night.

"Before I began running for office I had gained some popularity with the boys and girls of our State. I have no children of my own. So on the 14th of July each year I give a birthday party in honor of myself and invite to it the children of other people, of the rich and the poor, the white and the black. These parties were local at first and only Topeka boys and girls were present.

"Now they are State wide, I might say, because the invitations include all the children of Kansas. More than 16,000 boys and girls attended my party last year. The party, I hope, will be as big this year and next year and every other year.

"I rent an amusement park for the day and everything is free to my guests. Yes, and I make a few remarks, which possibly may lessen somewhat the pleasure of the occasion. Boys and girls who come to my birthday parties help to increase the size of my political audiences.

"Then several years ago I started pig and corn clubs for boys and poultry clubs for girls in all the counties of Kansas. I lend the members money for the purchase of animals and seed and the borrowers pay the loans when they sell their eggs, chickens, corn and pork.

"I have lent in this way $100,000 and every penny of it has been paid back. The boys and girls are learning thrift and business management and are getting an early vision of the richness and fulness of farm life. With an average investment of $63 in 1918 the net gain of each boy in our pig clubs averaged more than $150.

"When my automobile passes farm houses and rural schools, therefore, boys and girls are waiting for me at the side of the road. If it is possible they come to my meetings. Campaigns with me are pleasant and restful vacations. Then during July, August and September I go to scores of farmers' picnics and in that way make the acquaintance of new inhabitants and renew my acquaintance with the old ones."

Present Kansas Issues.

"What are the farmers of the West thinking about these days?"

"Several things. They are opposed, now that the war is over, to the daylight-saving law. Petitions signed by 50,000 Kansas farmers for the repeal of the law have been sent to Washington. It is a big question among agriculturists and is being discussed, perhaps, more than any other. The extra hour in the morning finds the farmer waiting and losing time until the sun dries the dew on the crops that are ready to be harvested. Towns and railroads are run on the new time and he must conform to custom or get into all sorts of confusion and annoying difficulties.

"Also the farmer, as well as the villager and the city dweller in Kansas, is watching with more than ordinary interest the coming of national prohibition. Our State is bone dry. Even the possession of liquor is an offence in Kansas. This feature of the law I helped get through the Legislature while I was Governor.

"The antecedents of thousands of our people are similar to my own. My father and mother were pioneers of the territory. Being Quakers, they opposed war and slavery. My father helped John Brown of Ossawatomie, back in 1855. He and my mother were strong for temperance and in their day, I suppose, were called prohibition cranks. They were representative of the early settlers of Kansas.

Liquor a Dead Issue There.

"Prohibition with us was a logical outcome of fundamental conditions. We no longer discuss it as a State issue. It is a settled question among all classes of our people, including labor and its leaders. There are 500,000 children in Kansas who have never seen a saloon. We don't think about liquor, nor will the people of other States think about it once national prohibition goes into effect and the habit of drinking has been made impossible.

"Having tried it and found it good Kansas stands for woman suffrage. There is not a sound argument in the world against giving women the right to vote. I know from experience that universal suffrage has improved our laws and purified our parties. Republicans and Democrats are now afraid to nominate a morally unfit man for office."

A Woman Who "Fools the Public"

MME. ADELAIDE HERRMANN has "fooled the public" for more than thirty-five years and still likes the game. Among the very few woman magicians in America she is the pioneer; in fact there are scarcely any of either sex who have a record to equal hers.

It was Alexander, better known as Herrmann the Great, who astonished the world with his illusions between the '60s and '90s. A great many of his tricks were invented or elaborated by his wife, Mme. Herrmann, who still performs some of them on the stage.

Her career was not only a wealth bringing one, but one filled with a succession of experiences such as few persons have to their credit. It was a veritable book of living knowledge.

"My age," Mme. Herrmann replied to a question, "is a secret—and we stage women never tell secrets. Anyway," she added with a faint smile, "I was born some years before I wedded Alexander, and this took place in 1875."

"You will retire soon?"

"Some day, I suppose—when a good friend of mine above calls for my resignation. I love the big family I 'fool' each afternoon and night; they have been part of my life."

Mme. Herrmann, born Adelaide Scarcez, had the distinction of having her role in life launched by the celebrated Hungarian impresario, Imre Kiralfy, who but recently died. She came from London, the city of her birth, as one of Kiralfy's original troupe of dancers, who appeared in New York to a sensational success. Her parents were of Belgian extraction, her father being the founder of the famed Egyptian Hall of London.

In 1875 Adelaide Scarsez returned to London on a visit to her mother, and on the return voyage met Alexander Herrmann, already established as a magician. She was married to Mr. Herrmann the same month, the Mayor of New York giving honor to the occasion by performing the ceremony.

The Herrmanns combined business with pleasure by making their honeymoon a magical invasion of the far parts of the world, and on this tour Mme. Herrmann acted as her husband's assistant in many tricks. Her journey took her to Mexico, at that time ruled with an iron hand by the elder Diaz, and the Herrmanns played over the entire republic, travelling the greater part on mule back, under a special escort of twenty-five soldiers.

For more than twenty-five years Mme. Herrman received a magical education from the greatest master in the art; and then, quite suddenly, Alexander Herrmann was stricken. He died on his special train while en route.

A year later Mme. Herrmann, in an effort to keep up the family standard, introduced her nephew-in-law to the theatregoing public and later combined with him in a magical act. This performance of Adelaide and Leon Herrmann soon became very popular, especially in America, and the graceful way Mme. Herrmann presented her "Night in Japan" still rests in the memory of many persons.

When Leon died in Paris Mme. Herrmann was left alone to complete a work begun long before our civil war by Samuel Herrmann, father of the two wizards, Carl and Alexander, and grandfather of Leon. After appearing continuously from 1908 until the early part of the current year Mme. Herrmann for the first time in her long career missed a performance.

MME ADELAIDE HERRMANN

Last March she was obliged to undergo two serious operations, but is now as ready as ever to go on with her work. Although there are thousands of magicians in this country, there are hardly more than three of them of the gentler sex, with Mme. Herrmann the most interesting of all. Alone, at an age that any one might well be proud of, she is very soon to start on her next tour. When her close friends plead with her to leave the field to younger people she always gives the same answer, "I am the last of the Herrmanns."

"What do you think you have learned? Is it a profession for women, and how have you an advantage over others?"

"Learned?" Mme. Herrmann repeated. "A rather peculiar trade—art. To be sure my life has been vastly different, and perhaps there are many things I would not believe that others would swear to without a moment's hesitation. Since the war women have been entering into so many new fields perhaps from now on we shall see more of them magicians."

When asked what she considered were the most thrilling five minutes she ever experienced Mme. Herrmann was somewhat puzzled. In reply she could simply suggest one incident. This occurred on the stage of the Metropolitan Opera House many years ago, when, after presenting Leon, she succeeded in accomplishing the Great Shooting Trick. Chung Ling Soo (William Robinson) met death last year in London while attempting the same trick, and history points out others killed under similar circumstances.

"A squad of soldiers with loaded rifles aimed and then fired at me," said Mme. Herrmann. "Naturally, it was only a trick, but dangerous to the extreme. I managed to win out, and am still here to talk on the subject, but have never again tried it."

"Has 'fooling the public' paid?"

"Yes, the returns have been large, and I have often wondered myself why I do not stop. But the appeal—it is irresistible."

The Mercy Committee, a Gem in Jersey's Crown

IT is four years since a little group of twenty-two sympathetic women met at Middlesex Farm in New Jersey and decided to put into execution the idea of Mrs. Charles Danforth Freeman of Iselin, N. J., and of New York city, of creating a committee the purpose of which should be prompt relief in time of war, pestilence, famine or other human tragedies at home and abroad. With scarcely a visible line by which its growth may be followed save for a few landmarks that indicate its wonderful efficiency here and there, no sound has come out of the State which in any way can convey a hint of the growth and potentiality the little handful of patriotic women were to prove themselves capable of. At the end of four years the committee numbers about eighteen hundred members, scattered among the towns of New Jersey yet cohering with unparalleled unity in doing the work they set out to do.

This, in the beginning, differed little from that undertaken by other bands all over the country of earnest women devoting their time and strength and means to assuaging in so far as was possible the sufferings in the war territory abroad. With the entrance of the United States into the fray, new opportunities opened to the Mercy Committee, which, in seizing them, have established the body as one of the most efficient aids to the Government which, anywhere, has taken form.

Speaking of the work done by this committee, Lieut.-Col. Usher, commanding officer of U. S. A. General Hospital No. 3, at Colonia, N. J., said recently that 50 per cent. of all the articles used in this hospital were provided by the Mercy Committee. To this statement Miss Josephine M. Swenson, chief nurse at the hospital, has added:

"No tribute I could pay to the Mercy Committee would adequately express my personal debt of gratitude. Every dollar subscribed by the organization has, in some measure, contributed to the restoration of the wounded men at Colonia. We could not have given our patients the care they needed without sacrificing the comfort and efficiency of the nurses had it not been for this splendid auxiliary organization which has never once failed to meet the demands upon its resources. The rapidity with which the articles we needed were despatched to us must have been a source of pride to all the members of the Mercy Committee. It means more than I can express to know that a group of loyal, whole hearted women are working with me, ready to supply the unexpected need the moment it arises."

The rise of the U. S. A. General Hospital No. 3 may indeed be said to have been taken from the Mercy Committee proffer, made through the generosity of its president, Mrs. Freeman, of the Freeman residence, the beautiful Middlesex Farm, to the Government, together with a provision of 100 cots, as a hospital for wounded and convalescent men of the army and navy. Visits of inspection by the army authorities followed, and the offer was accepted by the Federal Government.

A further consideration of the possibilities of the Freeman estate, however, led to the change of plans which is now expressed in the great base hospital equipped to take care of 1,800 patients. The offer of the Mercy Committee had been to equip 100 beds. In recognition of the committee's proffer he invitation was extended to them—a unique privilege among organizations, in so far as is known, of equipping that number of beds in a United States army hospital. The need, however, was so great that 170 beds in all have now been provided by the committee in five wards, one of which, known as the Princeton Ward, has been equipped by the unaided efforts of one Mercy Committee worker, Mrs. Henry Clay Irons of Plainfield, N. J.

The most remarkable organization has been effected through the State of New Jersey by the Mercy Committee, the branches of which, with military precision, under their local chairman, respond to every demand made upon it by the State executives of the organization. Each branch has its regular duties mapped out for it, and fulfils them to the letter. Under the captaincy of Miss Rachel Robinson of Railway the New Jersey division of the Motor Corps of America enrolled as an auxiliary of the Mercy Committee and has acted continuously as passenger and supply carriers for the committee between the hospital, Mercy House and the outside world since early in the autumn of 1918.

MRS. CHARLES DANFORTH FREEMAN

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Mercy House, a centre which is now known all over the United States, is the outcome of a suggestion from Col. Upshur made to the committee that shelter and hospitality were lacking at the hospital for those who came to visit the wounded under his care, generally from far distant points. A cottage on the Freeman estate was at once placed at the disposal of the committee, renovated and enlarged by Mr. Freeman, and Mercy House was established. Practically every branch in the State had part in equipping and continues to have part in the upkeep of Mercy House. Its kitchen was furnished by the Westfield branch, presided over by Mrs. Robert I. Richardson; the crockery and glassware were provided by the Elizabeth branch, Miss Margaret Bispham Levey chairman, and so on, each department receiving its equipment from the right cooperating branch committee.

The first month of the existence of Mercy House left a record of 150 meals served. During the second month 720 meals were served, and, rising by leaps and bounds, in April last the month's record stood 5,862 meals. Mrs. Freeman gives the credit of this great efficiency largely to the Auxiliary Motor Corps, without whose aid Mercy House would often have been helpless, "as you will understand," she said recently, "when you consider us as prepared to receive 200 guests and 500 arrive. Where but to the Motor Corps could we have turned with our call, 'Bring us another ox!'"

Nothing anywhere is recorded that quite matches or compares with the efficiency displayed by the Mercy Committee in meeting the needs that burst upon the State in the Morgan disaster. The sudden explosions destroyed telephone connections between Mercy House and the rest of the State and paralyzed the neighboring communities; yet within two hours the branches of the committee had raised and despatched to Woodbridge food sufficient to feed 6,000 people. Branch committee communicated with branch committee, linking the State. Motors hurried from every Mercy Committee centre laden with supplies, clothing—which were distributed to the panic-stricken herds of foreign workmen and their families, many of whom were unable to express themselves in English. It was in recognition of the wonderful work performed by the committee at that time that the National Institute of Social Sciences at their last annual meeting presented to Mrs. Freeman, as the president of this unique State organization, its Patriotic Service Medal.

The latest great work undertaken and completed by the Mercy Committee is the establishment of an athletic field, equipped with spectators' stand, a full baseball diamond, various sorts of ball courts, and railed paths on which those who have suffered amputation may exercise safely in becoming accustomed to artificial legs. This athletic field, established through the generous gifts of Mrs. James McLean of New York and other sums raised by Miss Helen Frick and Mrs. Tappan Fairchild, was opened on Memorial Day last.

The officers of the committee are: Mrs. Charles D. Freeman, founder and president; Mrs. J. C. Gilbert, honorary vice-president, Plainfield; Mrs. J. Kirtland Myers, vice-president, Plainfield; Mrs. Fred H. Allen, vice-president, Colonia; Mrs. Henry Clay Irons, treasurer, Plainfield; Mrs. Robert S. Huse, secretary, Elizabeth; Mrs. William C. Kinney assistant secretary, Plainfield; Mrs. Robert A. Fairbairn, Westfield; Mrs. Edward K. Cone, Colonia; Mrs. John B. Dumont, Plainfield; Mrs. Edward I. Goodrich, Cranford, all of whom serve as trustees for the committee, in association with Mrs. Livingston Barbour, New Brunswick; Mrs. Joseph S. Frelinghuysen, Raritan; Mrs. Chapman Fisk, Plainfield (one of the organizers and incorporators, with Mrs. Freeman); Mrs. H. Ward Ford, Morristown; Mrs. John Grier Hibben, Princeton; Miss Emma W. Hodkinson, Grantwood; Mrs. F. DeLacy Hyde, Plainfield; Mrs. Louis E. Laflin, Princeton; Mrs. Warrington G. Lawrence, Roselle; Mrs. George W. C. McCarter, New Brunswick; Mrs. Frederick G. Mead, Plainfield; Mrs. L. A. Ramage, West Orange; Mrs. Robert I. Richardson, Westfield; Miss Mary P. Robinson, Ashbrook; Miss Rachel Robinson (captain of the New Jersey Division of the Motor Corps of America), Railway; Miss Mary W. Rodman, Plainfield; Mrs. Hilborne L. Roosevelt, Hightstown; Mrs. Medford Runyon, South Orange; Mrs. Frank J. Sloan, Cranford; Mrs. Harry E. Thompson, Jr., West Orange; Mrs. Channing P. Wiley, Gladstone; Mrs. William T. Wisner 2d, Summit.

How to Make Soft Drinks

SOFT drinks—"soft" in slang meaning "easy to get"—may attain new importance after July 1. Soft drinks made from fruit juices doubtless will attract many new devotees, who will find that beverages made from pure fruit juices are decidedly healthful, cooling, refreshing and invigorating, says the United States Department of Agriculture.

Because of its pleasant flavor the juice of the Logan blackberry, commonly known as the loganberry, is very popular as a beverage. The berry is also used in making jams, jellies and soda fountain syrups.

The berries are crushed as soon after picking as possible to prevent any moulding. From the crushers the pulp is put into press cloths and piled in the presses. Heavy pressure extracts the juice, leaving the pulp in a more or less dry cake. The juice is then sterilized and placed in cans for storage.

Because of variations in the flavor and character of the juice at different periods of the season all juices are blended before being bottled to secure a uniform product.

Blending is done by "racking off" the cans, filtering the juice, and then sending it to the blending and mixing tanks. From the tanks it goes to the bottling machine. After bottling the juice is pasteurized by heating it from 165 degrees to 180 degrees F. for periods varying with the size of the bottles. It is then labelled for the market.

Loganberry juice is naturally so sour that it is necessary both to dilute and to sweeten it to obtain a drinkable article. The berry has a characteristic flavor. It somewhat resembles that of the raspberry, both red and black, but is more acid that either.